

From Orchard To Home

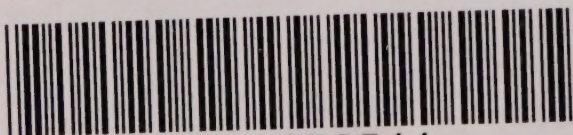


Chivers & Sons Ltd
The Orchard Factory

HISTON, CAMBRIDGE, ENGLAND



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Fresh from the Orchard to the Family Table

A HIGH authority has drawn attention to the useful work done by the food manufacturer in saving the housewife a good deal of labour by providing reliable foods ready for use. The Lady of the House is a busy personage, for her duties are innumerable. She must, however, have foods that are pure and nutritious for the family table—only the best will satisfy her—and therefore she welcomes whatever helps her to this end. Experience has shown the housewives, not of Britain alone but of the World, that the Chivers Label is an emblem of purity. For fifty years it has been accepted as a safeguard, and the firm of Chivers & Sons Ltd. is very proud of this fact.

MORE than ever before, the State is now showing concern in the question of pure foods. This is an elementary precaution, for members of the public are well entitled to protection. It is a gratification to Chivers & Sons to



reflect that no standard the State can enforce can be higher than the standard the firm sets itself. The whole stock-in-trade of the firm may be summed up in two words—Quality and Confidence: the perfect quality of their products, and the housewife's confidence in this quality.



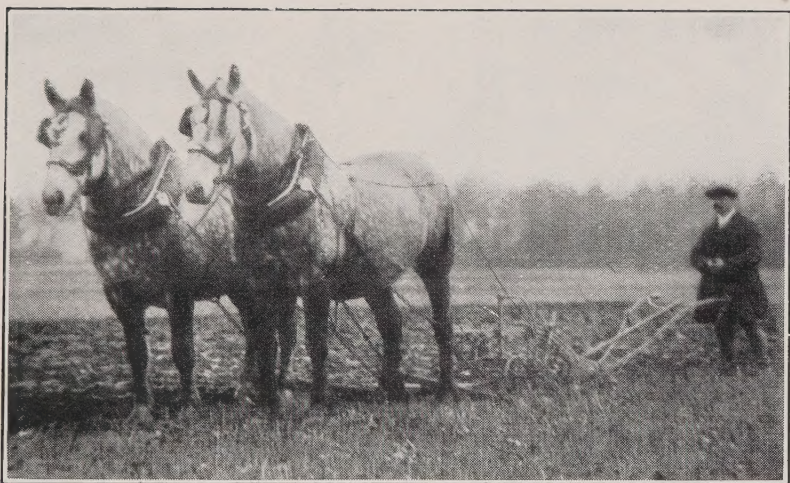


The fruit pickers make a pleasant picture in the orchards; and Messrs. Chivers maintain their ideals of cleanliness by selecting local lassies instead of getting labour from less desirable localities.

THE aim of Messrs. Chivers has been to carry on production right in the midst of the orchards where the fruit is grown, and to adopt such measures as should be of real benefit to the promoters, the workers, and the community. How far the firm has succeeded may best be measured by the wide and ever-growing public favour they have enjoyed throughout their fifty years of business, and by such independent testimony as that of Mr. Harold Spender, who says:

“The Orchard Factory is a jam-factory that performs its work in a noteworthy manner. . . The fruit for it is gathered from the surrounding country side . . . it is fresh gathered by fresh country hands, and passed fresh and clean into the boiling pans of silver. . . . Here in this village the factory has become a blessing . . . a centre of happy and healthy labour none the less efficient for being kindly disposed towards its workers There is the note that we want if the human problem is to be solved and the great industries of this country are to be carried forward in peace.”

NOW that the manufacturing section of the firm is well past its jubilee, it is interesting to note that Messrs. Chivers were the first fruit growers to undertake the making of jams and the packing of Canned Home-grown Fruits on a commercial scale. They had farm lands and orchards which enabled them to carry out side by side the associated industries of fruit culture, general farming, and the manufacture of food products. This association of related work has been the basis of their business throughout,



PEDIGREE PERCHERONS PLOUGHING

Chivers & Sons have between 100 and 200 Pedigree Percherons at their stud farms, and are in a position to supply animals of the highest class at all times. Their stock has won many prizes at the Royal and other shows.

and Messrs. Chivers now own, and cultivate, upwards of 6000 acres of land, a large proportion of which is given up to orchards. So far as general farming is concerned, they have by close cultivation and scientific development found occupation for hundreds of workers where formerly there were tens. Their pedigree stock, too, is known to everyone interested in such matters:—their Shorthorns, their Pigs, their Horses, and their Sheep have taken highest honours at the most important shows; and they send animals as far eastward as Japan and as far westward as the Argentine. During the post-war reconstruction period breeders throughout the world purchased animals from Messrs. Chivers so as to ensure the development of high-class stock.



Utility birds are bred on a very large scale at Histon, partly for stock purposes and partly to provide the eggs needed at the Orchard Factory for making Lemon Curd and other food products. They range freely in the orchards where they are of service in the destruction of insects.

THE firm's start as jam manufacturers was modest. The farm building is still standing where more than fifty years ago the first boiling was made. Continuous development from this humble beginning has resulted in the present Orchard Factory of huge size and most modern equipment. This is constantly extending, and in it are employed between 2000 and 3000 workers the whole year round, while thousands of tons of fruit, taken direct from the firm's own orchards, are used there each year. "From the Fruit Farm to the Family Table" is



This photograph is of HISTON WILD QUEEN, Champion Cow at the R.A.S.E. Show, 1921. Messrs. Chivers maintain some 250 head of Dairy Shorthorns and Lincolnshire Red Shorthorns of the best dual-purpose type; and the records of the Histon herd both in the show ring and for milk yield are widely known.

the firm's motto. By the use of nothing but fruit and sugar in their Jams, and only ingredients of the highest quality in all their other specialities, and by reason of scrupulous care in manufacture, Messrs. Chivers have won for their products a world-wide reputation; the food expert commends and the housewife relies upon their goods; and the firm is honoured by appointment as Purveyors of Jams, Jellies, and Canned English Fruits to H.M. King George V., H.R.H. the Prince of Wales, and H.M. the Queen of Norway.



PANORAMA OF THE ORCHARD

The Orchard Factory of Messrs. Chivers may be called the clearing house for everywhere for choice fruit products. Jams, Jellies, Jelly Cream, Marmalades, Canned Fruits, Custard, Lemon Curd, Lemonade, Coffee Essence, Mincemeat, Plum Puddings, and other food stuffs of repute are here prepared and despatched. A train load of goods leaves the Factory siding every day, and a fleet of motor vans is also employed in the work of distribution.



RY, HISTON, CAMBRIDGE, ENG.

The effect of such an industry upon the countryside is manifest; and Sir Rider Haggard having in view the social and moral aims of the firm of Chivers, refers in his "Rural England" to "the excellent influence of this great factory upon the neighbourhood." He further points out the benefit of such a factory as doing much to prevent rural depopulation by stemming the rush of workers to large towns.



CHIVERS' PATENT HYGIENIC COVER

RASPBERRY PUDDING

Ingredients

- | | |
|---|-------------------------|
| 2 tablespoonfuls CHIVERS' Raspberry Jam | |
| 3 oz. butter or margarine | A little milk |
| 6 oz. flour | A teaspoonful carbonate |
| 1½ oz. sugar | of soda |
| 1 or 2 eggs | A pinch of salt |

Method

- 1 Cream the butter; add the sugar.
- 2 Beat the eggs and add them gradually with the flour alternately.
- 3 Dissolve the carbonate of soda in a little milk and add to the mixture.
- 4 Add the jam; pour into a greased basin or mould; steam 1½ to 2 hours.

CHIVERS' SEASON FILLED JAMS
prepared on the home-made principle from selected fruit and refined sugar only.

Chivers & Sons take thousands of tons of fruit each year straight from their own orchards to their factory.

Within a few hours of picking, the fruit is boiled and made into jam, packed into jars, and hermetically sealed by our special process.

CHIVERS' PATENT HYGIENIC COVER keeps contents of jar sound in any climate or condition of storage:

Ensures cleanliness and prevents contamination from dust, etc. :

Is easily removed and replaced :

It prevents evaporation so that the purchaser receives full weight. Quality is guaranteed—so is quantity.

Chivers' Jams are sold by all Grocers and Stores in 1-lb., 2-lb., and 3-lb. jars.

DORIS TRIFLE

Ingredients

- | | |
|----------------------------|-----------------------|
| 1 Savoy sponge cake | CHIVERS' Raspberry or |
| 1 packet CHIVERS' Vanilla | Apricot Jam |
| Custard Powder | 2 whites of eggs |
| 1 $\frac{1}{4}$ pints milk | A little sugar |

Method

- 1 Make a pint of custard according to directions.
- 2 Slice the cake; spread each slice with jam; put back in the original form as a cake or mould.
- 3 Soak it with a little milk or fruit syrup.
- 4 Carefully pour the custard over it so that the whole is entirely covered.
- 5 Whip the whites of eggs, add the sugar, and use as a garnish.

NOTE—The trifle may also be garnished with crystallised fruits or flowers to taste.



LEMON SPONGE

Ingredients

- 1 packet CHIVERS' 2 whites of eggs
Lemon Jelly

Method

- 1 Dissolve the jelly according to the directions and allow to get cold but not set.
- 2 Stiffly whip the whites of eggs, also whip the cold jelly.
- 3 Mix together lightly, pour into a wet mould, put in a cold place to set.

NOTE—This dish may be rendered more attractive if served in custard glasses with a little chopped crystallised fruit on top.

CHIVERS' JELLIES. For over a quarter of a century the World's standard of quality. Flavoured with Ripe Fruit Juices. Delicious, Wholesome, and Refreshing. Favourites with both children and adults.

Chivers' Jellies owe their distinction to the sunshine, which ripens the fruit whose richness flavours these table delicacies. The housewife rejoices in them because they are prepared with such simplicity.

Flavours: — **Lemon, Orange, Raspberry, Strawberry, Pineapple, Greengage, Vanilla, Cherry, Black Currant, Lime, Tangerine.**

Sold in packets to make Pint, Half-pint, and Quart Jellies.

BANANA & RASPBERRY JELLY

Ingredients

1 pint packet CHIVERS' Raspberry Jelly
3 or 4 bananas A few pistachio nuts

Method

- 1 Dissolve the jelly and allow it to become almost cold.
- 2 Pour a little into a mould, sprinkle into it a little chopped or shred pistachio nut and allow it to set.
- 3 Peel and thinly slice the bananas, arrange them in the mould lightly, fill up with the jelly and put in a cold place to set.
- 4 When ready to serve dip the mould into hot water for a few seconds to loosen the jelly; turn out and serve with CHIVERS' Custard or whipped cream to taste.



RATAFIA CREAMS

Ingredients

2 oz. ratafias 1 pint of milk
1 packet CHIVERS' Vanilla Jelly Cream
A little chopped pistachio nut

Method

- 1 Make up the vanilla jelly cream with the milk according to the directions and allow to cool.
- 2 Crush the ratafias and add to the cold jelly cream.
- 3 Pour into small fancy moulds or cup moulds that have been rinsed with cold water.
- 4 When set and ready to serve turn out and sprinkle finely chopped pistachio nuts on top.



BEEHIVERS' JELLY CREAM.

CHIVERS' JELLY CREAM.
Prepared with milk in the
simplest manner imaginable,
it combines in a luscious nutritive
dish the richness of a custard with
the lightness of a jelly. As a table
sweet it is excellent at all seasons,
and its wholesomeness makes it ideal
for growing children.

The housewife zealous to arrange, not only ample, but also well-balanced meals, uses Chivers' Jelly Cream to modify the heavier diet of meats. Flavours: Lemon, Orange, Chocolate, Vanilla, Strawberry, Coffee, Pineapple, and Raspberry. Sold in packets to make one pint of Jelly Cream.

COFFEE MOUSSE

Ingredients

1 packet CHIVERS' Coffee Jelly Cream
2 eggs 1 pint milk
A little whipped cream to taste

Method

- 1 Dissolve the jelly cream in the milk according to the directions.
- 2 Separate the whites from the yolks of eggs; add the beaten yolks to the jelly cream.
- 3 Whip the whites of eggs stiffly; add with the cream to the rest of the mixture very carefully.
- 4 Turn into a plain mould. When set turn out; decorate to taste with cherries and angelica.



WESTFIELD PUDDING

Ingredients

6 or 8 slices of thinly cut brown bread and butter
 3 eggs 1 pint milk
 CHIVERS' Olde English Marmalade 1½ oz. sugar

Method

- 1 Butter a mould or pie dish; line it with slices of brown bread and butter cut into fingers.
- 2 Place upon the bread and butter a layer of Olde English marmalade; arranging the rest of the bread and butter and marmalade in layers.
- 3 Beat the eggs and sugar together; stir in the milk.
- 4 Strain it into the mould. Steam or bake in a moderate oven. Serve hot or cold.

CHIVERS' OLDE ENGLISH MARMALADE is made from selected Seville Oranges and Refined Sugar only, by a special process which retains the valuable tonic properties and full natural flavour of the fruit. **It has imitators but no rival. Friends throughout the world acclaim it "The Aristocrat of the Breakfast Table."**

At home the Revd. Canon —, D.D., writes: "I have long been on the look out for a marmalade that I could masticate and digest . . I have found it in your Olde English Marmalade." *From Boston, U.S.A.*, a correspondent writes: "My friends all fall for your Olde English Marmalade." *Says a Colonial*: "With Chivers' Olde English Marmalade on the table an added interest is given to the breakfast." *An English housewife* sums up in the words: "At last I have found a perfect Marmalade."

CAMBRIDGE GOLDEN PUDDING

Ingredients

4 oz. chopped suet	4 oz. CHIVERS' Marmalade
2 oz. breadcrumbs	1 teaspoonful CHIVERS'
2 oz. brown sugar	Baking Powder
2 oz. CHIVERS' Custard Powder	A little milk
	2 eggs

Method

- 1 Put all the dry ingredients into a mixing bowl; make a well in the centre.
- 2 Add the marmalade, the eggs well beaten, and sufficient milk to form a stiff batter; turn into a well-greased basin or mould.
- 3 Steam for $2\frac{1}{2}$ to 3 hours, turn out, serve with clear marmalade sauce.

Chivers'



CANNED &
IN BOTTLES



ENGLISH FRUITS

IN SYRUP

RASPBERRIES IN JELLY

Ingredients

- 1 tin or bottle CHIVERS' Raspberries
- 1 packet CHIVERS' Raspberry Jelly

Method

- 1 Strain the juice from the raspberries.
- 2 Make the jelly in the usual way, using the juice instead of full quantity of water.
- 3 Arrange the raspberries in a mould or deep glass dish.
- 4 When the jelly is on the point of setting pour it over the raspberries.
- 5 Serve with custard, junket or whipped cream.

CHIVERS' CANNED HOME-GROWN FRUITS and FRUITS in BOTTLE provide for the public the benefits of an orchard in full bearing the whole year round. **British Home-Grown Fruit is admittedly the finest flavoured in the world; and she is a wise housewife who is careful to serve it at table every day without fail.** Its mineral salts are valuable and make it a wholesome corrective of heavier meat dishes; its flavour pleases all palates; and its lightness and delicacy tempt the appetite.

Chivers' Canned Home-Grown Fruits in Syrup are preserved in tins made by us at the Histon Factory, and prepared by a special method which has the strong approval of that high medical authority *The Lancet*. "The process," says this publication, "is absolutely proof against the action of fruit acids it provides a satisfactory means of preserving fruit which is hygienically sound." Only the choicest fruit is used: Raspberries, Strawberries, Greengages, Golden Plums, Victoria Plums, Damsons, etc.

SAVOY PUDDING

Ingredients

- $\frac{1}{2}$ lb. Savoy biscuits Whipped cream
1 tin CHIVERS' Plums in Syrup
 $\frac{1}{2}$ pint custard made from CHIVERS' Custard Powder

Method

- 1 Split the biscuits and arrange a layer of them in a deep dish or bowl.
- 2 On this foundation place a layer of plums in syrup, on the top of which arrange another layer of biscuits.
- 3 Pour 1 pint of CHIVERS' Custard over this, and allow it to get cold.
- 4 Pile whipped cream or meringue roughly on top.



CHRISTMAS, 1923, WOMEN WORKER
TAINMENT IN THE GUILDHALL, CA

Messrs. Chivers are more than a little proud of their 3000 helpers, and one of the occasions when the members of the various departments are seen to advantage is the Annual Christmas Entertainment. Then they gather together from all sections: from office, fruit floor, and labelling room, from packing and can-making departments, from jelly department, and from glass stores, general stores, powder, lemon curd, mincemeat, plum pudding, laundry, printing, and other divisions of the factory.



MRS. CHIVERS AT THE ANNUAL ENTERTAINMENT
AFTER TEA AT THE CORN EXCHANGE

The festivity is one of good cheer and jollity. Creature comfort first receives attention, and tea is followed by the report of the Directors and a varied musical programme which happily fills in a social hour or two.

The Annual Christmas Entertainment on the occasion of the firm's jubilee in 1923 was held at the Corn Exchange and the Guildhall, Cambridge. Tea was served at the former and a concert held at the latter, where the women workers are shown in the above photograph.

Chivers' Fruit Salad



with

Chivers' Custard

CHIVERS' FRUIT SALAD enjoys the widest popularity the whole year round. It brings to table at one and the same time the choicest tropical fruits and those from English orchards. Hawaiian Pineapple and Cambridgeshire Greengage lie side by side with peach and pear, cherry and apricot, making an attractive dish that the Lady of the House is proud to set before her guests. The fruit is preserved in a rich syrup, and is ready for immediate use. Sold in three sizes: 1's, 2's, and 2½'s.

CHIVERS' CUSTARD POWDER has very special merits, and the housewife is invited to compare it with other makes for both quality and price. It is guaranteed pure, and creams up into a rich luscious custard. It is supplied in four flavours: Standard, Vanilla, Almond, and Lemon. A penny packet makes a pint, and serves as an introduction to the drum which sells at 10½d., and contains a full pound, and is sufficient to make over one hundred glasses of custard. **Chivers' Custard Powder is genuinely economical because while the price is the lowest possible the quality is the highest possible.**

ANNIVERSARY PUDDING

Ingredients

- | | |
|----------------------------------|-----------------|
| 1 No. 2 tin CHIVERS' Fruit Salad | ½ lb. flour |
| ¼ lb. butter or margarine | A pinch of salt |
| ½ teaspoonful baking powder | |
| The rind and juice of a lemon | |

Method

- 1 Rub the butter into the flour, add salt and baking powder and sufficient milk to mix to a stiff paste.
- 2 Roll out on a floured board and line a basin or mould with it, reserving enough pastry to make a cover.
- 3 Strain the salad from the syrup and arrange it in the mould; sprinkle it with grated lemon rind.
- 4 Cover with paste and seal the edges carefully and bake in a slow oven (or steam) for two hours.
- 5 Turn out and serve with a sauce prepared from the syrup and lemon juice, thickened with a little CHIVERS' Custard Powder.



A GOOD cup of coffee adds just the finishing touch to a well-planned dinner; and yet there are people who omit to serve it because they think that it is difficult and troublesome to prepare. Many a housewife, however, avoids all worry, sensibly enough, by using CHIVERS' COFFEE ESSENCE. With this, a little milk, and a supply of boiling water, the Ideal Cup of Coffee is made in

the simplest manner imaginable. It retains the full flavour, the delicate aroma, and the exquisite refreshment of the choicest coffee berries, blended with just the right proportion of a chicory that is unique in quality and is grown on the firm's estates.

Chivers' Coffee Essence creates enthusiasts, for, as a user says, it is "As good as one could possibly wish for."

Chivers' Coffee Essence not only makes "The Ideal Cup of Coffee" but it is useful also as a delightful flavouring agent for Swiss Roll, Fairy Cakes, Biscuits, etc. It is supplied in two sizes.

COFFEE CUSTARD

Make 1 pint of CHIVERS' Unsweetened Custard as directed and add $1\frac{1}{2}$ tablespoonsful of CHIVERS' Coffee Essence. Stir well together.

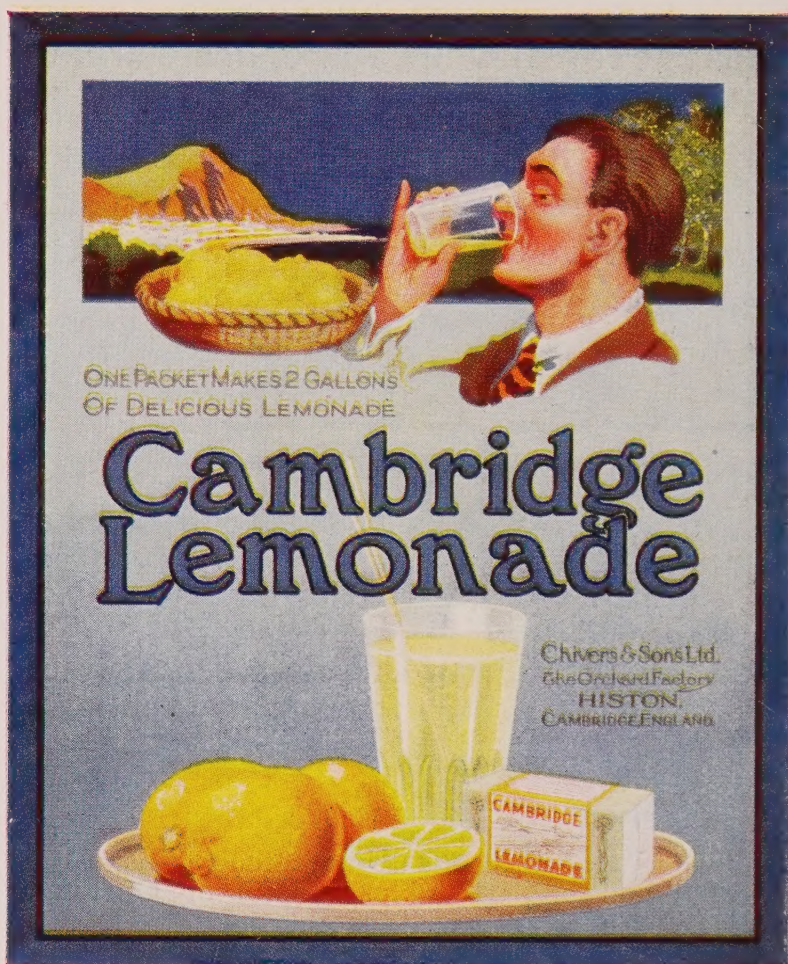
COFFEE PUDDING

Ingredients

4 oz. butter or margarine	1 teaspoonful
3 oz. castor sugar	CHIVERS' Baking Powder
2 eggs	2 teaspoonsful
$\frac{1}{2}$ teacupful milk	CHIVERS' Coffee Essence
8 oz. flour	A pinch of salt

Method

- 1 Cream the butter or margarine and sugar together very well.
- 2 Add the flour, eggs, and milk separately, beating very well.
- 3 Add the salt, coffee essence, and baking powder, and mix thoroughly.
- 4 Steam in a prepared basin or mould for one hour and a half.
- 5 Serve hot with sauce.



CAMBRIDGE LEMONADE, which is made by Chivers & Sons Ltd., is held in high reputation as a refreshing beverage that does really quench the thirst. It is prepared from specially selected Sicilian lemons, and one bottle contains enough to make two gallons of choice lemonade. Not only is it delightful in the heat of Summer, but made with warm water it supplies a wholesome hot drink for Winter days.

Chivers' Aspic Jelly

Many a housewife has built a reputation on Chivers' Aspic Jelly; it settles the cold meat problem, and is indispensable for dainty cold collations. It is rich, savoury, and nourishing, and is excellent as a filling for raised pies, and as a glaze or garnish for cold meat, salads, etc. In packets to make a Pint and a Quart of Jelly respectively.

Chivers' Lemon Curd

Delicious and nutritious in Tarts, Swiss Rolls, Sponge Sandwiches, etc. Very choice and very popular. In $\frac{1}{2}$ -lb., 1-lb., 2-lb. and Fancy Jars.

Chivers' Blanc-Mange

Sweetened ready for use. Prepared in seven flavours: Lemon, Orange, Vanilla, Almond, Raspberry, Strawberry, and Chocolate. In packets to make 1 Pint, and in 1-lb. drums.

Chivers' Dried Herbs

Choice English Herbs dried by a special process which preserves their natural colour and fine full flavour. Varieties (in packets) :— Sage, Marjoram, Mint, Parsley, Thyme, Savory, Veal Stuffing, Mixed.



CHRISTMAS, 1923, MEN WORKER
TAINMENT IN THE GUILDHALL, AFT

On pages 20 and 21 the lady helpers of Messrs. Chivers are shown. The photograph above depicts the men gathered together at the Christmas Entertainment, 1923. On this occasion the Directors announced a special bonus in celebration of the firm's jubilee. Most of those present are either shareholders or are qualifying as shareholders under a profit sharing and co-partnership scheme introduced over 30 years ago, and some of the veterans of the firm have served throughout fifty years.



SSRS. CHIVERS AT ANNUAL ENTER-
T THE CORN EXCHANGE, CAMBRIDGE

Some of those present are veterans in other fields, as Histon has been noted for generations as a centre for athletic sports, and naturally the helpers at The Orchard Factory take a full share in such activities. Old traditions, too, are being well maintained, for many of the juniors are every bit as good in their day and generation as the seniors were in theirs. Good workers are generally good players too, and the playing fields at Histon provide enjoyment and witness triumphs.



CHIVERS' OLDE ENGLISH MINCEMEAT is made with the utmost care from a noted old recipe, and is fully as good as the best home-made mincemeat. In it choicest apples ripened in English orchards are skilfully blended with prime currants from Greece and spices from the Indies. These and other ingredients under expert control produce a delicacy that Britons will have wherever they may be; and consequently as Britons are found everywhere Chivers' Olde English Mincemeat is sent everywhere. In 1-lb., 2-lb., and 3-lb. (Nominal Weight) Jars.

CHIVERS' PLUM PUDDINGS

share with Chivers' Olde English Mincemeat a universal favour.

They are country-made, and every whit as good as home-made. They contain only the finest ingredients and are thoroughly cooked, so that they may be served cold, without further preparation, or simply heated up as desired. They, too, are sent over the whole globe. **They save the busy housewife at home a vast amount of trouble, and packed in tins for export use, are specially convenient for despatch abroad.**

In basins and tins containing 1 lb. and upwards.

BAKED MINCEMEAT ROLL

Ingredients

$\frac{3}{4}$ lb. flour
6 oz. butter, lard,
or dripping
1 teaspoonful CHIVERS' Baking Powder
A little milk or water
A pinch of salt

Method

- 1 Rub the butter, lard, or dripping into the flour.
- 2 Add the salt, also the baking powder, and mix to a stiff dough with the milk or water.
- 3 Roll out on a floured board and spread thickly with CHIVERS' mincemeat.
- 4 Roll up in a similar way to a roly poly pudding. Place on a greased baking tin, and bake in a moderate oven.

MINCEMEAT FRITTERS

Ingredients

$\frac{1}{2}$ lb. pastry trimmings
Frying batter
CHIVERS' Mincemeat

Method

- 1 Roll out the paste, and spread half of it with CHIVERS' mincemeat.
- 2 Brush the edges with water, and place the other half on top of the mincemeat.
- 3 Cut into neat squares or fingers.
- 4 Dip in batter and fry in deep fat to a golden brown.
- 5 Sprinkle with sugar and serve hot.

Chivers' Baking Powder

Pure and wholesome, and guaranteed free from Alum. Unequalled for making the lightest cakes and pastry.

Chivers' Egg Substitute Powder

An excellent and economical substitute for eggs in making cakes, pastry, etc. Best and purest quality.



